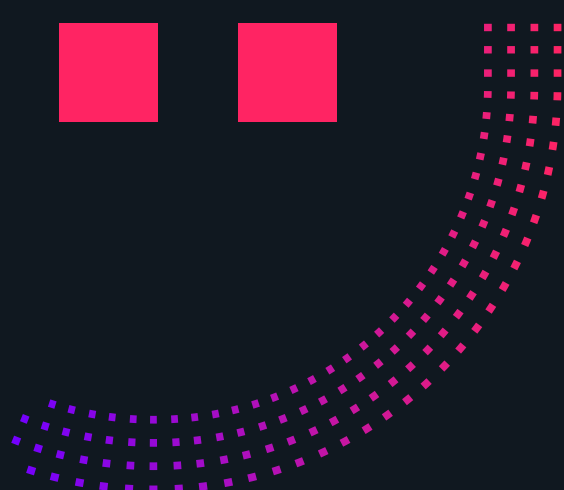


Case Study



MoneyGram Powers Digital Transformation with Contextual Help from CXone Guide

MoneyGram, which provides financial services including money transfer in more than 200 countries and territories, needed a contextual help solution for its web presence that would be both powerful for consumers and easy to implement and maintain behind the scenes. Expanding its existing relationship with NICE, MoneyGram implemented NICE CXone Guide to simplify transactions, better promote its loyalty program, and reduce reliance on IT to solve day-to-day business challenges in 14 languages and 35 countries.



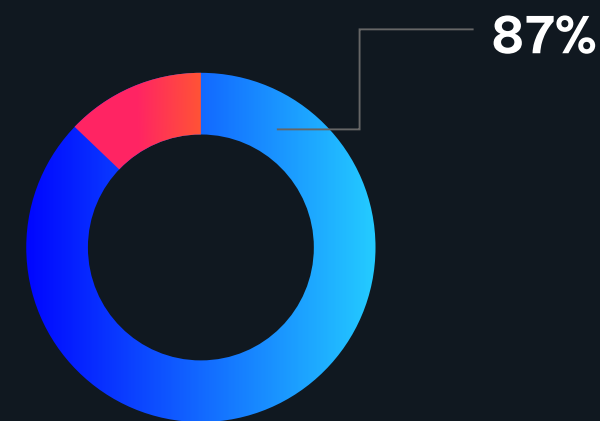
10 PERCENTAGE POINTS

Increase in consumer engagement site-wide



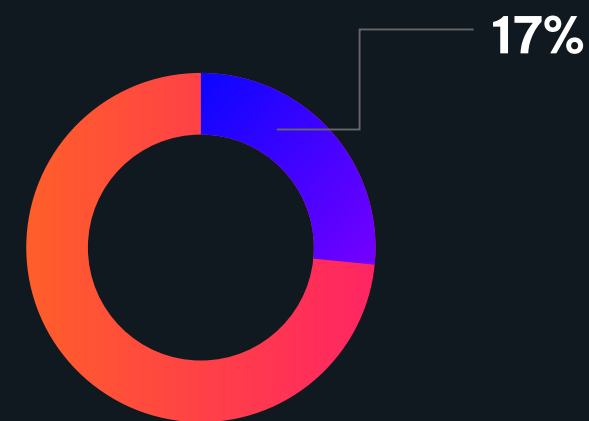
87%

Increase in loyalty program enrollment during the initial rollout of CXone Guide



17%

Conversion rate on large CXone Guide-enabled holiday campaign



CONSUMER TRUST

as rated by an independent agency



CUSTOMER PROFILE

ABOUT

MoneyGram provides money transfer and other financial services around the globe with both digital platforms and retail locations. Consumers can send money internationally to friends and family, pay bills and more with affordable fees and great exchange rates. MoneyGram has operated for more than 80 years and has been used by over 150 million consumers in the past five years, across web and mobile devices and at more than 430,000 physical locations.

INDUSTRY

Financial services

WEBSITE

www.moneygram.com

LOCATION

Dallas, TX

GOALS

- Reduce transaction friction
- Reduce transaction abandonment
- Reduce call center volume
- Improve customer loyalty enrollment
- Reduce reliance on IT

PRODUCTS

- [CXone Guide](#)

FEATURES

- Contextual guidance for complex interactions
- No-code management by business users
- Guided assistance and real-time agent connect options

01 THE BEFORE

New strategies for familiar services

As a financial services organization, MoneyGram strives for consumer convenience and streamlined interactions while balancing the need to fight fraud and comply with regulators. MoneyGram aims to reduce friction whenever possible with convenient guided paths through these necessary transactional steps.

Digital transformation strategy called for a significant overhaul of MoneyGram's web presence. Leadership also called for significant growth in loyalty program enrollments as part of the company's evolution with the twin goals of improving customer retention and boosting revenue.

02 DESIRE TO CHANGE

A need for intervention

After the new site launch, MoneyGram found a need for additional contextual help to guide customers through friction points in the transfer process to reduce service calls and improve conversions. The upload of required government ID documentation was a significant bottleneck. Customer service call volume was climbing as a result, and the company focused on improving the customer experience to avoid potential attrition.

By studying the transaction abandonment patterns, MoneyGram's web team knew that contextual, multi-language help could guide consumers through the difficulties, but lacked a clear path to implement a contextual help solution. "Our development team was backlogged with our digital transformation



and the launch of new technologies," said Cyndi Daman, MoneyGram global web manager. "It could be months down the line before we could get additional help to our consumers through internal development."

03 THE SOLUTION

A familiar partner at the ready

To avoid months of delays and the associated impacts on revenue, loyalty, and call volume, MoneyGram expanded its relationship with NICE and implemented CXone Guide. "When we saw that CXone Guide offered contextual assistance at the point of interaction with proactive messaging, we knew it was a perfect fit," Daman said.

Initial deployment took just one week. MoneyGram's product and marketing teams worked quickly to design and implement new help modules. These guided, timely interventions ease consumers through previously identified transactional bottlenecks. CXone Guide's design tools make it easy to create step-by-step guides that keep pace with the consumer's journey on the new web experience.

Contextual guidance has also been extended not just for sticky situations, but to share the value of MoneyGram's loyalty programs at opportune moments. For example, the benefits of the program for current and future transactions are shared during the transaction journey, improving awareness of the value of joining at the moment.

04 THE RESULTS

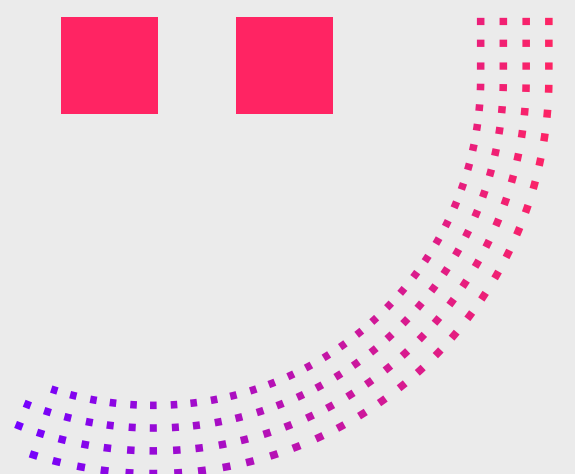
A helping hand reaps rewards

MoneyGram has achieved sustained success with the expanded contextual help options available through CXone Guide. In addition to tackling the headline challenges of smoothing the path through necessary fraud-prevention steps such as ID verification, MoneyGram is also better able to respond to sudden shifts in the need for its services as acute needs arise worldwide, such as the interest in supporting citizens of Ukraine.

Contextual messaging has also been a win for long-term business goals. Targeted, context-sensitive promotional messages keyed to cultural holidays have helped drive significant increases in business, and loyalty program enrollment is up in alignment with management goals.

The CXone Guide solution is context-sensitive for MoneyGram's business team as well. Localizing messages is not simply a matter of translating an English instruction into French. Acceptable forms of identification and processes for validating documents are different in various markets as well. CXone Guide has helped keep these processes organized and clear so that consumers are given relevant information for both their language needs and the needs of their jurisdiction.

And the web team enjoys both more agility and greater independence. "No longer having to rely on IT to update



our messages is huge for us. Instead of being tied to the IT roadmap and release schedule, my small team can manage that quickly and effectively, without adding overhead,” Daman said.

05 THE FUTURE

Ready for the next wave of transformation

Since its initial implementation in 2020, MoneyGram has significantly expanded the use of CXone Guide and is eyeing more opportunities, including a more context-sensitive FAQ and expanded contextual messages for casual site visitors, not just those actively engaged in a transaction. And with the next phase of the company’s digital transformation on the horizon, the site redesign will keep the new emphasis on contextual messaging in mind. “My big focus when we redesign will be to look for additional trigger points for CXone Guide so that we can be even more interactive and personal with our consumers,” Daman said.

“NICE CXone Guide goes beyond chat. You can provide additional details, you can trigger messages based on customer interactions, and get very specific and very detailed right when the customer needs you.”

CYNDI DAMAN
GLOBAL WEB MANAGER
MONEYGRAM

About NICE

With NICE (Nasdaq: NICE), it’s never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world’s #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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